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TOPICS FOR NOW

A winner in the rate-the-publications contest...notes on a new one...more background available on structure...periodical news...some roses and other announcements...and more of the usual stuff--all just for you avid readers.

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GO...GARY!

Congratulations to Gary Hermance, in charge of graphics at the U. of Fla. editorial office. He is the sole winner of the "Presidential Certificate" for picking, in correct order from 1-10, the Consumer Information Center (CIC) publications listed in "Inside..." the last 2 weeks.

Wouldn't you editorial types know that a graphics specialist would win the big prize? But wait...Gary started in pubs before switching to graphics. Besides, both his parents...native Floridians...are in advertising design. So a good title and a feel for the audience are in Gary's blood.

Gary was the only person to pick the 10 in correct order. Brad Anseth, SCS in Montana, picked the top and bottom 5, but not in order. If you did, you didn't let us know. But you'll have another chance next week. Keep reading.

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BACKGROUND AVAILABLE

GPA's Ed Goodpaster has sent agency inf directors a background paper on the dialogue about the structure of American ag. The paper is to be reproduced and circulated as widely as inf directors see fit within agencies. It's not intended for release to the press, but we can get copies to land grant and state dept. of ag communication folks if you'll write us in GPA.

Thoughts on how the dialogue might be facilitated...or any other aspect of the structure discussion...are welcomed. There will be a media group operating under Ed and Paul Darby of GPA to help decide how information ought to be used and distributed.

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MAGS GO AHEAD... SOME COMBINE

Here's some periodical news, arising somewhat from the periodical task force report of several weeks ago. Science and Education Administration (SEA) will continue to publish the Extension Review and Agricultural Research, its two magazines.

Economics, Statistics and Cooperatives Service (ESCS) is planning to combine its Agricultural Situation and Farm Index pubs. Ben Blankenship says his whole staff is wrestling with the problem because of audience complications.

GPA is developing some proposals to upgrade USDA, the department's employee newsletter. A majority of agencies recently voted to keep USDA as it is or to upgrade it. The vote was so close we've decided to submit proposals to upgrade mostly just to see what might be done.

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ROSES TO ESCS

For more than a year now, ESCS has been issuing a farmers' newsletter that goes direct to farmers. Ben Blankenship sent us a note recently from Sen. Henry Bellmon commending ESCS for the project.

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ESPAÑOL APHIS?

King Lovinger, Animal and Plant Health Inspection Service (APHIS), says "if reaching foreign language audiences is one of your needs, call...(202) 447-3977."

His shop has been producing quarterly radio public service announcements urging travelers to cooperate with the Department's agricultural quarantines. Each mailing consists of a 33 1/3 rpm disk containing eight or nine separate spots of varying lengths. One spot is always in Spanish.

Lately, APHIS has been receiving a flood of letters from Spanish language stations that say they would play everything on the disks "forever" if they were only all Spanish. As a result, APHIS is sending an all Spanish disk to more than 400 Spanish language stations nationwide.

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THAT SECOND CHANCE

Well...maybe you didn't do too well in picking the most popular free publications from CIC, or you were too modest to tell us.

Here's another chance to test your editorial judgment. This time the list is made up of pubs that CIC sells.

Your challenge is to rate these pubs from 1-10, in order of actual recent sales.

<u> </u> Selecting and Growing House Plants	<u> </u> Beautiful Junk
<u> </u> Child Development in the Home	<u> </u> How to Get a Patent
<u> </u> Controlling Household Pests	<u> </u> Understanding Mental Health
<u> </u> Backyard Mechanic	<u> </u> Exercise and Weight Control
<u> </u> Simple Home Repairs--Inside	<u> </u> Citizen Band Radio Service Rules

There's money connected with this contest, so don't hold back. Those who rate the pubs in correct order 1-10 will be offered a reward with a cost value of about \$20. Can't tell you what it is, yet.

So that we don't violate regs by running a contest or a lottery, the rules are...you will be "offered" the reward, which you can decline, of course. "Inside..." will also print the names of those who pick the top and bottom five, even though the selections aren't in precise order.

So rate 'em and we'll give you the correct order next week.

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WANTA SYMPOS?

Forest or environmental history buffs might be interested in a June 6-9 symposium at Madison, Wis. on "Environmental Change in the Great Lakes Forest." Announcement came from the north central forest experiment station of the Forest Service in St. Paul, Minn.

The symposium program looks like it might offer some implications for the structure dialogue, since it will relate to the present and future in land management and resource policy.

The meeting will be held in the auditorium of the Wis. State Historical Society, 800 Langdon St.

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SHIRLEY RETIRES

Shirley Wagener, long-time GPA editor of Food and Home Notes, is taking early retirement. She'll do some free lance writing and real estate work in and around Palm Beach, Fla. Don't be too surprised if you hear her on radio too when you're in that part of the country.

* * *

SUTTON JOINS THE ELITE

Information folks can be proud of David Sutton, GPA, who received the Department's top award for Distinguished Service at honor ceremonies this week. Only three other information people have won the award...Les Schlup, retired director of the Extension Service div. of inf; R. Lyle Webster, retired director of inf when a part of GPA was called the Office of Information; Ted Crane, chief of special reports in GPA's immediate predecessor, Office of Communication.

Dave's award was for "unusual imagination, initiative, resourcefulness, leadership and management ability in organizing and producing information programs to support and strengthen USDA actions--often under extreme time restraints and stressful conditions--which information programs have been recognized for their superiority and have made an impact nationally."

We bow low to Dave...and to the others who have received the award in the past.

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THEN THERE ARE MILLER AND BAY TOO

We bow low also to Kent D. Miller, ESCS, who received the Superior Service Award in the honor ceremonies. Kent's citation was "for professional competence and innovative skills in developing a comprehensive crop, livestock and economic inf program resulting in improved information for farmers and the general public.

One-time inf officer Ovid Bay was one of the USDA Small Farm Working Group to receive the Distinguished Service Award. Naturally all of us in inf know Ovid probably provided the boost that allowed the group to get the award...but we won't say anything about that outside our own inf group.

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TRY FS--WIS.,
SHORT-TERM

Rod Larson, Forest Service (FS) in Madison, Wis., offers two Intergovernmental Personnel Act (IPA) opportunities for a technical publications editor and a technical writer.

The offer is for a year at the Forest Products Lab in Madison, national center for wood products research...adjacent to the U. of Wis. Dates of the assignment are negotiable and salary and some travel costs will be paid by FS. Get more details by writing Rod at P.O. Box 5130, Madison 53705 or call him at (608) 257-2211, ext. 471.

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OR TRY MINING FOR
A FUTURE

The Bureau of Mines in the Dept. of Interior is looking for a public information specialist, GS-9/11 to work in the Office of Mineral Information. Only applicants with federal employment status should apply. Deadline is June 11.

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PROCUREMENT SECTION
CURRENT AND L. RECORDS

The job entails working with the chief of the division of public information...on a wide variety of material that reports and interprets Bureau activities to the public and to specialized audiences within the scientific, engineering, and industrial communities; working especially on press releases, features, pamphlets, speeches, annual reports and similar articles.

Apply to the Chief, Branch of Personnel Operations (B), Division of Personnel, Bureau of Mines, 2401 E St., N.W., Washington 20241.

* * *

VACIN COMPLETES STUDY

Gary Vacin, K. State, leaves for home from D.C. this weekend after a 10-month IPA with SEA-Extension. Gary has been developing a study to find out how land grant universities "wholesale" info to farm magazines. His report is in draft form...we're sure it will be of interest to many information folks after he's finalized it. (We'll try to let you know when that is.)

In Gary's study, he made a content analysis of selected issues of state, regional, and national farm magazines; examined readership data provided by farm magazines; and mailed a questionnaire to farm magazine editors.

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TOP STAFF ON THE MOVE

Here are some tentative travel plans of some of the top staff for the Department which you might want to note:

May 25--Dep. Sec. Jim Williams, Flue-cured tobacco corp annual meeting, Raleigh

May 29-30--Sec. Bob Bergland and Asst. Sec. Bobby Smith, tour several textile mills in Georgia

May 30--Asst. Sec. Alex Mercure, SW conf. on farmworker housing, McAllen, Texas

"Inside Information" is published by the Office of Governmental and Public Affairs for information officers and specialists in the U.S. Department of Agriculture, the State Departments of Agriculture, and the Land Grant Universities. Send contributions to Hal R. Taylor, Deputy Director for Information.